



THE CATALYST

Developing the Best in Leadership

ISSUE EIGHT • JUNE 2021



EDUCATIONAL EXCELLENCE

Thanks to the generosity of numerous scholarship donors, the Texas FFA will award more than 160 scholarships to outstanding students through our scholarship program. These scholarships are awarded based on academics and the member's performance in a proficiency area.

The Texas FFA Foundation and The Texas FFA Association support and administer approximately \$2.3 million a year in academic and award scholarships. Our organizations partner with scholarship sponsors to provide scholarship assistance for deserving Texas FFA students.

Academic Scholarships are set up with the Texas FFA Association through various sponsor's support. These scholarships are awarded through the Association's scholarship application process each spring.

The Texas FFA award programs are real-life tests of what is learned in the classroom, through FFA, and through a member's supervised agricultural experience programs (SAE). These awards encourage members and chapters to set specific and measurable goals and keep accurate records as they work toward those goals.

Scholarships help the FFA recognize members that are developing their potential for premier leadership, personal growth, and career success through agricultural education.

ARE WE CONNECTED?

FACEBOOK

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AFTER THE JACKET

Hello, I am **Christopher Albus**, and I am from the small west Texas town of Whitharral. I was very active within the Texas FFA . I competed in several CDEs and LDEs and held many different officer positions through my chapter and my district. I am now a sophomore at Texas Tech University, and I am majoring in Agricultural and Applied Economics with a minor in Plant and Soil Science. I hope to obtain my Bachelor's degree soon and hope to continue my education at Texas Tech within the Agricultural Business Master's Degree Program. I was blessed to receive the Fort Worth Stock Show Syndicate Jim Bob Norman Memorial Scholarship. This scholarship has greatly helped fund and support my college education, and I am extremely thankful for receiving this scholarship. I cannot thank the scholarship donors enough for their generosity. Thank you, Texas FFA, and Wreck 'Em Tech.

My name is **Madyson Schulze** and I graduated from Marion High School in 2020. I was born and raised on our family farm just outside of Marion, TX, and am currently studying Ag Business at Texas A&M University. I just finished my first year of college and am excited to go back in the fall. This scholarship has given me the opportunity to attend my dream college and allowed me to keep learning more about the ag industry. I can't wait to use the information I have learned to help better our family farm and allow me to get a career that will contribute to the agricultural industry in the future.

2020 Fort Worth Stock Show Syndicate Jim Bob Norman Memorial Scholars



Christopher Albus
Texas Tech University



Madyson Schulze
Texas A&M University

DAIRY FARM TO CORPORATE AMERICA



"Kindness and empathy work hand in hand with hard work! No get up! You've got work to do!"

Jackie Hoegger is a born and raised North Texas girl that understands the value of hard work! She's a dairy farmer's daughter, a dairy farmer's wife, and lives in the country and makes the trek to downtown Wichita Falls, Texas every day to run her marketing and advertising firm, Hoegger Communications. She's a graduate of Midwestern State University and teaches at the adjunct level as well. She has a powerful creative team of over 18 in the office that takes their roles very seriously for each client.

Jackie only knows one lane and that lane is working hard for every client by delivering excellent customer service, great creative and true working partnership to taking their business to the next level

KEYS TO SUCCESS

Leadership Skills

Teamwork can be the single most important skill and business process in making your organization effective and better than the competition. The incredible part is that teamwork, unlike marketing or research and development, does not typically require a huge budget.

3 Tips on Teamwork

- Clarify roles - responsibilities, and accountabilities. For the team to succeed, each member should know what their role and responsibility are in the team, and what the roles/responsibilities of others are.
- Set clear goals - A team that has specific goals and completion deadlines for tasks will work together more effectively than a team without goals.
- Communicate with each other - Team members need to be able to communicate their thoughts, opinions, ideas, and feelings clearly and openly in a positive and respectful manner.

3 Benefits of Teamwork

- It brings new ideas
- Teamwork helps solve problems
- Idea generation



Food Strategies

Texas is the fifth-largest state in the nation producing? **Dairy**

June is National Dairy Month. It started in 1937 to promote drinking milk and has evolved into a celebration of the dairy community's contributions to the world. Milk is ranked fourth in Texas agriculture commodities for its economic impact. Milk produced in Texas in 2018 had an estimated value of almost \$2 billion, which is 7.86 percent of the total value of all Texas agriculture commodity production.

- Texas has approximately 380 dairy farms that are home to approximately 565,000 milk cows.
- The average herd size of those Texas dairy farms is approximately 1,487 milking cows.
- Each dairy cow in Texas provides an average of 2,861 gallons of milk per year. That's equal to 7.84 gallons per day.
- In 2019, Texas dairy exports totaled \$321 million.
- The total amount of milk produced in Texas is about 13.9 billion pounds. That's equal to 1.6 billion gallons.



ENHANCING LEADERSHIP OPPORTUNITIES

The Foundation Ambassador program is a unique opportunity for chapter-level FFA members to meet, interact, and connect with our special guests, sponsors, and stakeholders. During the annual Texas FFA Convention Ambassadors receive extensive training to prepare them for their week of service. In addition, Ambassadors have the unique opportunity of experiencing firsthand the behind the scene complexities of convention week. The program is not a replacement for a student's convention experience. To the contrary, serving as an Ambassador should enhance the convention experience.

The 2021 Ambassador program includes 64 selected individuals to serve at the 93rd Annual Texas FFA Convention from chapters around the state of Texas. This year we have added 12 Brand Ambassadors. This role will focus on promoting our sponsors on all social media platforms. This will provide a unique opportunity for our sponsors and guest to receive additional recognition for generous support.

Congratulations to all 2021 Foundation Ambassadors selected to serve this year. We appreciate our sponsor's support our mission that matters.



HERE TO SERVE

Our purpose is to strengthen agricultural education and the Texas FFA program, so each student can develop their potential for personal growth, career success and leadership in a global marketplace.

OUR TEAM



Aaron Alejandro
Executive Director
512.480.8047

aaron@texasffaoundation.org



Joanne Shelton
Executive Assistant / Scholarship Coordinator
512.480.8047
joanne@texasffaoundation.org



Rosemary Fazzino
Coordinator - Development & Planning
979.436.2831
rosemary@texasffaoundation.org

BOARD MEMBER SPOTLIGHT

Neely Young Nelson is the ExxonMobil Corporate Public Affairs Strategy & Planning Manager. In her role, she is responsible for the company's global opinion leader research program and brand harmonization activities.

A native of Texas, Neely graduated Summa Cum Laude with a bachelor's degree in Agricultural Development from Texas A&M and a Master's degree in Government and Public Administration from the George Bush School of Government and Public Administration.

Upon graduation with her Master's in May of 1999, she joined ExxonMobil Chemical in Baytown, Texas. Throughout her career, she has served in global Public & Government Affairs roles in Houston, Dallas, and Fairfax, VA.

Neely was active in the FFA, serving as the Texas FFA 1st Vice-President in 1993, and won the National FFA Extemporaneous speaking contest in 1994. She is actively involved with the youth livestock industry and judges junior and open cattle shows across the U.S.



I am proud to be part of the Texas FFA Foundation Board, having served since 2012, and to have the opportunity to continue to give back to an organization that was so much a part of her life and provides valuable life skills for today's youth.

"Our favorite attitude should be gratitude."

- Zig Ziglar

Do you want to thank someone?

Do you want to honor a mentor?

Do you want to make an impact?

Here's how!

Individual Gift
Honor Gift
Memorial gift
Facebook Fundraiser
Amazon Smile

<https://smile.amazon.com/ch/74-2520515>

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